

Arabian Travel Market 2008

Post Show Analysis

The 15th Arabian Travel Market ran successfully on 6–9 May 2008 at the Dubai International Convention and Exhibition Centre, Dubai, United Arab Emirates. The crystal anniversary edition set out to increase the amount of products and services that appeared on the show floor and provide exhibitors with a greater number of quality buyers.



Visitor attendance (excluding consumers): 12,974
Exhibitor attendance (Personnel): 8,741

VISITORS *

Delegate Type	2008 Figures	2007 Figures	2006 Figures
VIP Buyers - Meridian Club	1,817	1,532	1,435
Hosted Buyers	119	97	96
Press	847	976	937
VIPs	375	150	139
Travel Trade Professional	8136	7,480	10,696
Visitor (Non-Trade)	2752	3,507	N/A
Total Visitors	14,046	13,742	13,303

Nationality	2008 Figures	Percentage of total
Middle East & North Africa	11,579	82%
Europe	1,208	9%
Asia	626	4%
South East Asia & Australasia	219	2%
Americas	232	2%
Africa	182	1%

- **14,046 Visitors (2.2% increase**)** attended the show
- VIP Buyers - Meridian Club (**18.6% increase****)
- Visitors representing **114 countries (6% increase **)**
- All **119 Hosted Buyers** were new visitors to Arabian Travel Market. They were made up of buyers from the premium leisure industry, the golf sector and from Meetings, Incentives, Conferences & Exhibitions (MICE).
- **2225** members of the public visited on the exhibition on the consumer day – Friday 9 May

EXHIBITORS *

Delegate Type	2008 Figures	2007 Figures
Main Stand Holders	372	382
Exhibition Partners	1,857	1,663
Total Exhibitors	2,229	2,045

- Visitors were able to meet with **8,741 exhibiting personnel**
- Products and services showcased on the exhibition floor **increased by 9%**
- Exhibitors occupied **25,658 square metres (4.3% increase**)**
- There were **7 new exhibiting countries** this year.

** Compared to ATM 2007

* Organisers Statement